**Amendments to the Claims**

This listing of claims will replace all prior versions and listings of claims in the application:

**Listing of Claims:**

1. (currently amended) A method of providing an individualized hair care program to a customer, the method comprising~~, in a first retail location~~:

    a)    ~~obtaining~~ <u>entering</u> personal information from a customer <u>into a computer in a first retail location that is one of a plurality of retail locations in data communication with one another</u>;

    b)    using the personal information to <u>generate scores according to predetermined criteria to</u> create an individualized hair care program for the customer <u>comprising at least two elements selected from the group consisting of a recommendation for at least one hair care product, a recommendation for at least one hair care activity, and a recommendation for at least one hair care service, wherein the selection is based on the scores derived from the personal information</u>;

    c)    providing the individualized hair care program to the customer <u>in the first retail location</u>~~, wherein the individualized hair care program comprises at least two elements selected from the group consisting of a recommendation for at least one hair care product, a recommendation for at least one hair care activity, and a recommendation for at least one hair care service~~;

    ~~d)~~    ~~wherein the first retail location is one of a plurality of retail locations in data communication with one another; and~~

<u>wherein at least one of the steps of generating scores according to predetermined criteria and selecting elements of the individualized hair care program is performed by a computer</u>.

2. (original) The method of claim 1 wherein data comprising the personal information is communicated from the first retail location to a second retail location.

3. (original) The method of claim 1 wherein data comprising the individualized hair care program is communicated from the first retail location to a second retail location.

4. (currently amended) The method of claim 1 [[wherein-data]]wherein data comprising the personal information and the individualized hair care program are communicated from the first retail location to a second retail location.

5. (currently amended) The method of claim 4 wherein the data comprising the personal information and the individualized hair care program are communicated from the first retail location to the second retail location at the customer's direction.

6. (currently amended) A method of providing an individualized hair care program to a customer in a retail shopping environment, the method comprising, in a retail shopping environment:
   a)    obtaining entering personal information comprising objective information from a customer into a computer in a first retail location that is one of a plurality of retail locations in data communication with one another;
   b)    using the personal information to generate scores according to predetermined criteria to identify individualized hair care needs for the customer;
   c)    evaluating the individualized hair care needs against standards that reflect needs for hair care products, needs for hair care services, and needs for hair care activities, to create an individualized hair care needs assessment;
   d)    using the individualized hair care needs assessment to create an individualized hair care program, the individualized hair care program

comprising at least one element selected from the group consisting of a hair care product, a hair care service, and a hair care activity; and

e)      providing the individualized hair care program to the customer in the first retail location

wherein at least one of the steps of generating scores according to predetermined criteria and evaluating the individualized hair care needs and creating an individualized hair care program is performed by a computer.

7. (currently amended) A method of providing a personalized hair care program to a customer in a retail shopping environment, the method comprising:

a)      ~~obtaining~~ entering personal information comprising objective information from a customer into a computer in a first retail location that is one of a plurality of retail locations in data communication with one another;

b)      using the personal information to generate scores according to predetermined criteria to create a personalized hair care program for the customer comprising at least two elements selected from the group consisting of a recommendation for at least one hair care product, a recommendation for at least one hair care activity, and a recommendation for at least one hair care service, wherein the selection is based on the scores derived from the personal information;

c)      providing the personalized hair care program to the customer in the first retail location~~, wherein the personalized hair care program comprises at least two elements selected from the group consisting of a recommendation for at least one hair care product, a recommendation for at least one hair care activity, and a recommendation for at least one hair care service~~;

wherein at least one of the steps of generating scores according to predetermined criteria and selecting elements of the individualized hair care program is performed by a computer.

8. (original) The method of claim 7 wherein the personal information is retained with a personal identifier unique to the customer.

9. (original) The method of claim 7 wherein the personal information comprises subjective information.

10. (original) The method of claim 9 wherein the subjective personal information is obtained from the customer by questioning means.

11. (original) The method of claim 10 wherein the questioning means is a personal interview.

12. (original) The method of claim 10 wherein the questioning means is a written questionnaire.

13. (original) The method of claim of claim 7 wherein the hair care activity is an educational seminar.

14. (original) The method of claim 7 wherein the hair care activity is a recommendation for the customer to be examined by a dermatologist.

15-26. (canceled)